

### REMARKS

In the outstanding official action, claims 1-7, 9 and 10 were rejected under 35 USC 102(e) as being anticipated by Arnold et al '421 (herein after Arnold), with claim 8 being rejected under 35 USC 103(a) as being unpatentable over Arnold, all for the reasons of record.

In response, independent claim 1 is herewith amended in order to more specifically and precisely recite the novel and unobvious features of the instant application, and it is respectfully submitted that independent claim 1, as herewith amended, and the remaining claims depending therefrom, are clearly patentably distinguishable over the cited and applied reference for the reasons detailed below.

More particularly, Arnold expressly and repeatedly teaches, in both the cited portions of the reference and other portions as well, that the areas of the subpixels are to be determined based on a plurality of different factors, specifically including chromaticity coordinates, the aim white point, the luminance of the display, the fill factors of the various subpixels, the efficiency of the various subpixels, the optical transmission characteristics of the subpixels and the luminance stability of the subpixels (see, for example, paragraphs 8, 21 and 23).

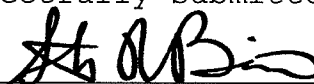
In independent claim 1 of the instant application as herein amended, on the contrary, it is now positively and expressly recited that the ratio between subpixel areas is inversely proportional to only the ratio between the degradation lifetime of the subpixels. This more precise limitation, as amply supported throughout the instant specification is clearly neither shown nor suggested in the cited and applied reference, wherein it is repeatedly and expressly taught that the areas of the subpixels are determined based upon a large plurality of different factors.

Additionally, it is noted that the claimed structure of the instant invention involves a substantially simpler and easier determination, based on only one single factor, thus resulting in a simpler and more economical device construction.

In view of the foregoing amendments and remarks, it is respectfully submitted that independent claim 1, as herewith amended, and the remaining claims depending therefrom, are clearly patentably distinguishable over the cited and applied reference. Accordingly, allowance of the instant application is respectfully submitted to be justified at the present time, and favorable consideration is earnestly solicited.

Respectfully submitted,

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